

ARIZONA HISTORICAL ADVISORY COMMISSION

Application for Arizona Centennial 2012 Legacy Project Designation

AHAC Mission: Develop, encourage and coordinate a statewide plan for Arizona's centennial in 2012 including advising the legislature and state agencies on centennial history and heritage, arts and culture, assisting the governor's countdown to the centennial to support school children learning about Arizona's history and recommending activities and projects that will ensure lasting accomplishments to commemorate the centennial.

Vision for Centennial Projects: Commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

Legacy Project Criteria: This is a request for official designation as an Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
 2. Describe how this project meets the Legacy Project criteria.
 3. Project timeline. Give details regarding planning and implementation.
 4. Describe the project location.
 5. List project partners, if applicable.
 6. Attach a proposed budget, showing total project cost and funding sources.
 7. Please also provide letters of support from project partners and sponsors.
- These are in addition to the three-page maximum.

Name of project: Project 2012: Stories for Arizona's Centennial Celebration

Applicant: Citrus Valley Playhouse/KJZZ

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(Signature (authorizing official))



Date

The Arizona Historical Advisory Commission will review the Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Committee
1700 W Washington, Suite 200
Phoenix, AZ 85007

Application for Arizona Centennial 2012 Legacy Project Designation

- I. **General Description of Project** - As the state prepares for its centennial celebration, "Project 2012: Stories for Arizona's Centennial Celebration" is designed to help create an awareness, even a passion for Arizona history, culture, and politics. In a co-production with Citrus Valley Playhouse (CVP), KJZZ 91.5 (National Public Radio) will broadcast a weekly series of 3.5 minute broadcasts that will reflect the breadth of the Arizona experience, from the Ancients to modern-day pioneers.
- II. **How Project 2012 Meets Legacy Criteria**
 - a. **Accurate Portrayal of Arizona history** – While it is the goal and intention of Project 2012 to create compelling and entertaining segments, KJZZ and CVP also have high standards for journalistic accuracy. They have also enlisted the support of the Arizona Historical Society, the Heard Museum, Official State Historian Marshall Trimble, and the Scholars Database of the Arizona Humanities Council to supply experts for interviews and fact checking.
 - b. **Accessibility to large Number of Visitors/Users** – It is anticipated that these segments will sometimes play during Morning Edition with a listenership of 80,000 to 100,000 on weekdays. (The segments may also play at other times during the day) This alone will give Project 2012 a high profile, but in addition to this, Mr. Peter Welsh, director of the Arizona Historical Society, has indicated that AHS would be pleased to be the steward of these segments and possibly re-present them at the museum in the run-up to the Centennial.
 - c. **Collaboration:**
 - i. **The Principal Partners**
 1. KJZZ, 91.5 FM – With award-winning local programming and unparalleled content from National Public Radio in Washington, KJZZ is the state's leading and most professional news outlet.
 2. Citrus Valley Playhouse (CVP) has been producing original live stage shows about Arizona since 2004 and also occasional one-hour specials for KJZZ since 2005. Its "Napolinator and the Ex-Guvs for Justice" won Best Play of 2007 from the East Valley Tribune. Its "All-Star Tribute to the Wallace and Ladmo Show" included participation from Senator Harry Mitchell, Attorney General Terry Goddard, Mayor Phil Gordon, Former Attorney General Grant Woods, Al McCoy (Voice of the Suns), Tara Hitchcock (Good Morning Arizona), Dan Harkins (CEO Harkins Theatres), Marshall Trimble (Arizona Historian and Storyteller) and more.
 - ii. **The Associate Partners**
 1. Arizona Historical Society (AHS) – As Arizona's oldest historical agency (established in 1864) and the steward of

more than 3 million items over its four locations across the state, AHS occupies a unique position not only in Arizona but in the region. *It is proposed that AHS provide research materials, supply experts for interviews, and also become the steward of audio segments that can be archived and even re-presented at the museum.*

2. Arizona Humanities Council (AHC) – Since its creation in 1973, AHC has been a leader in deepening the cultural landscape of Arizona. Its Scholars Database is an impressive collection of experts that cover the gamut of Arizona Culture and History. *It is proposed that AHC, with its Scholars Database, provide story ideas and experts for interviews.*
 3. The Heard Museum (HM) - founded in 1929, the Heard Museum is not only recognized as the state's premiere Native American museum, but is known worldwide for the quality of its collections, its educational programming and its festivals. *It is proposed that the Heard Museum provide story ideas, expert information, and interview subjects for Project 2012.*
 4. Marshall Trimble – As Arizona's Official State Historian, Marshall is not only recognized for his wealth of knowledge but also for his skill as a storyteller and entertainer. *It is proposed that Mr. Trimble would provide story ideas, research help, and be an interview source for Project 2012.*
 5. Catapult Strategic Design – Catapult has created professional branding for Citrus Valley Playhouse since its 2004 inception. Their clients include Shamrock Farms and the City of Phoenix. Their work for Citrus Valley has won many design awards. *Catapult will develop branding for Project 2012.*
- d. Endurance of Product beyond 2012 – “Project 2012” will endure well beyond its title. All of the radio segments will be posted and archived on the Project 2012 website and will be accessible in that way for as long as seems reasonable. Better yet, KJZZ and CVP have offered the Arizona Historical Society stewardship over these segments which they may represent as a museum exhibit. Thirdly, KJZZ will be free to re-broadcast these segments as they desire.
 - e. Educational Component – Educating Arizonans about Arizona is the very core of Project 2012. Certainly people already turn to KJZZ for education and understanding on a wide array of topics, and CVP's motto from the beginning has been “connecting Arizonans to Arizona”. Furthermore, the Associate Partners of Project 2012 have been deeply committed to educating the public for years. Project 2012 gives them another avenue to do so.

- f. Plan for Implementation – the attached budget presents the plan for implementation in detail, but the general approach is as follows:
 - i. Branding – Catapult Strategic Marketing will develop a look for the project that creates a professional profile.
 - ii. Identifying the story – Partners and Associate partners will make sure the stories selected represent the breadth of Arizona history and culture.
 - iii. Production - Under the direction of KJZZ, Citrus Valley Playhouse will research the stories in detail, conduct and record interviews, create a compelling narrative, and engineer the segment to completion.
 - iv. Presentation - KJZZ will broadcast the segments. Presently, it is anticipated that they will air near-weekly on Morning Edition and other NPR programs.
 - v. Archiving - A website will be created and maintained for the purpose of posting the segments, gleaned input from listeners, and offering additional materials that create a more in-depth view of the subject. Beyond that, segments will be delivered to AHS for further re-presenting.
- III. **Project 2012 Timeline** – Three demos have already been created. Production of more segments will begin as soon as funding is received. It is anticipated that Project 2012 broadcasts will begin in January of 2009 and continue through the end of the Centennial year. These four years of broadcasts will produce 160-200 segments.
- IV. **Project Location** – Under the direction of KJZZ, Citrus Valley Playhouse will produce Project 2012 segments at KJZZ and sometimes off site at various recording facilities. They will be delivered to KJZZ studios and broadcast across the state from there.
- V. **Project Partners** – see “Collaboration” (section II,c.)
- VI. **Proposed Budget**
 - a. Costs - a proposed budget of approximately \$128,000 annually is attached.
 - b. Budget Sources – KJZZ and CVP are now pursuing funding from Arizona Corporations and grant makers.
- VII. **Letters of Support** (see attachments for the following)
 - a. Arizona Historical Society
 - b. Heard Museum
 - c. Marshall Trimble, Arizona’s Official State Historian.
 - d. Catapult Strategic Design